

FIG 1

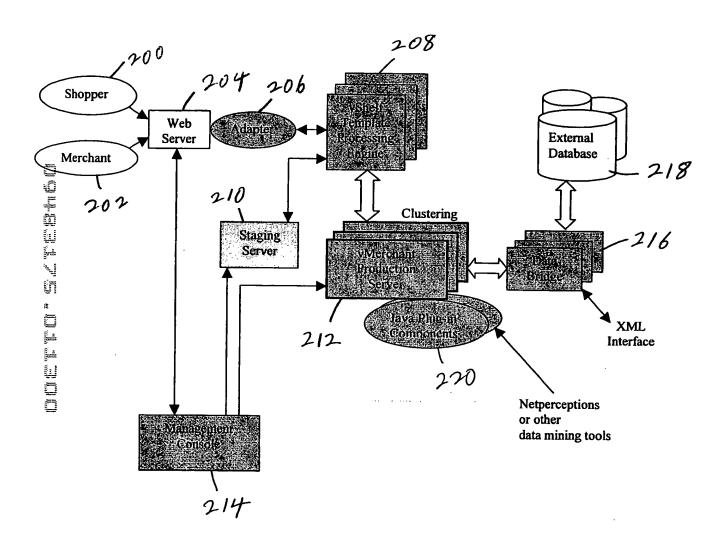


FIG2

Display a marketing object container & icon Present marketing attributes select a marketing attlibute to associate with the marketing object container Present marketing objects that are compatable with the selected marketing attibute select marketing object (s) for insertion in the marketing object container

F163

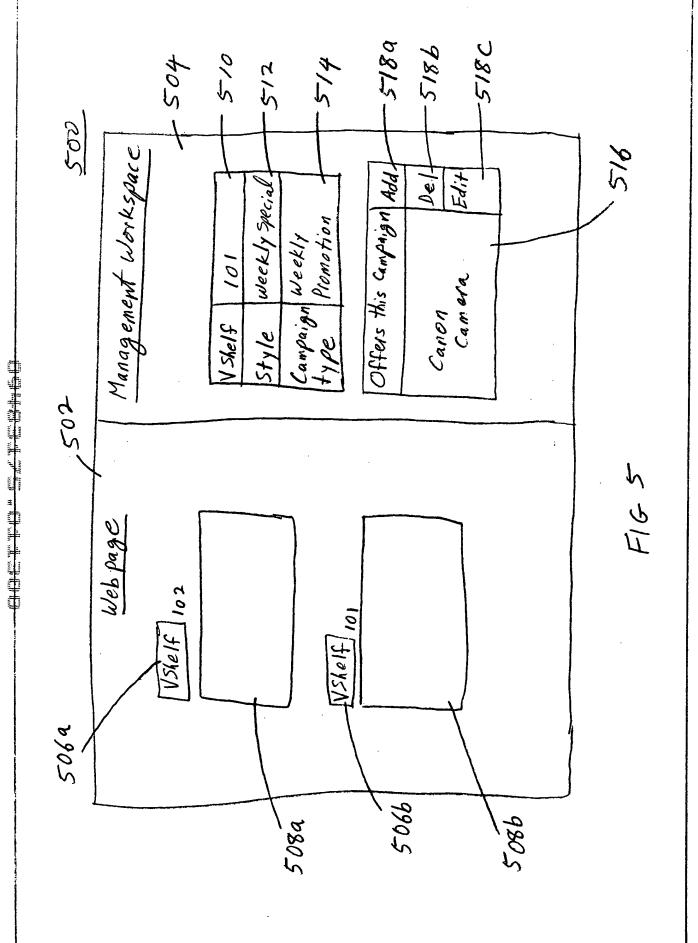
and the same of th
Technical department sets up a Web page and incorporates marketing—400 object containers
Web page and incorporates marketing 400
object containers
Site visitor accesser web server -404
704
18 /
Present web page including marketing 406 object containers
object Containers
V
Input marketing object container ID to server
4/12
Server returns display object data
Server returns display object data for marketing object container and invokes a style template
(x)

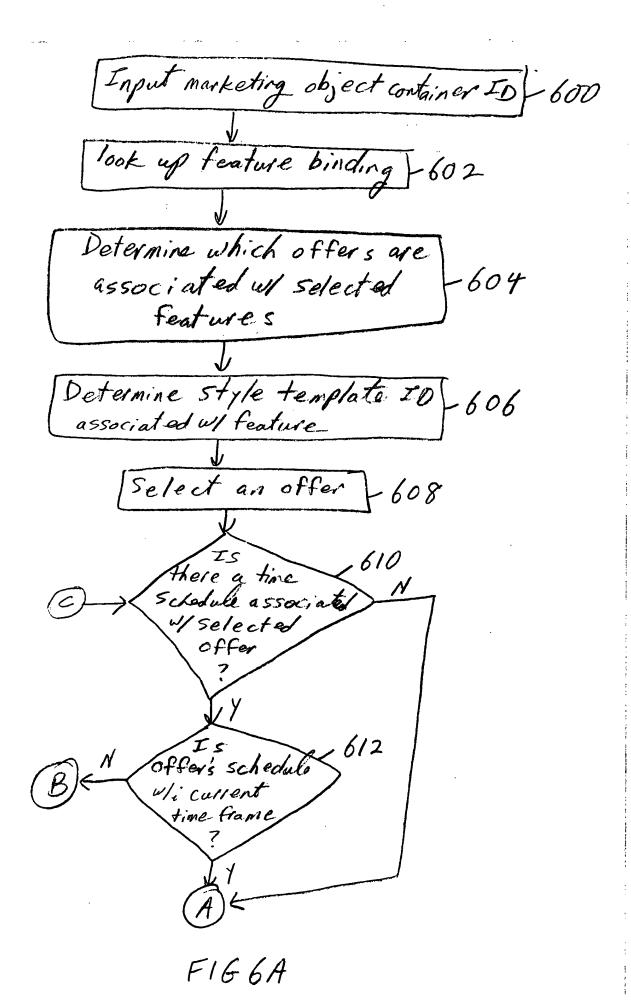
FIG 4A

TOPR A BELOD A

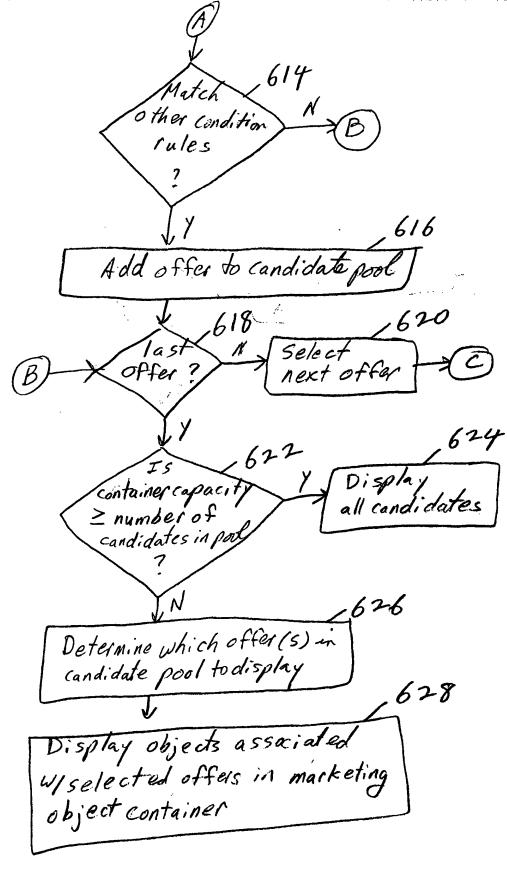
Template processing engine fills in 416
Template processing engine fills in 416 marketing objects data into template (Gx; as HTML)
(GX; as HITTL)
Site 418 Display +420
Manager N Website ?
Display website w/marketing -422
object container icons
Associate marketing objects W/ -424 the campaign
Associate a marketing attribute 426
whe marketing object container
Select a style for the marketing 428

F164B





2 -- -



F166B

TOPS &

Featwe	Table	_700
Featule	Current item	Item
Closs Sell	Canon Camela	Camera pouch
Cross Sell	Canon Camera	slide pager
up sell	Canon Camera	Nikon Camera

F16 78

Feature binding

Marketing Object Container ID	Feature			
102	C1055 Sell			

F16 7A

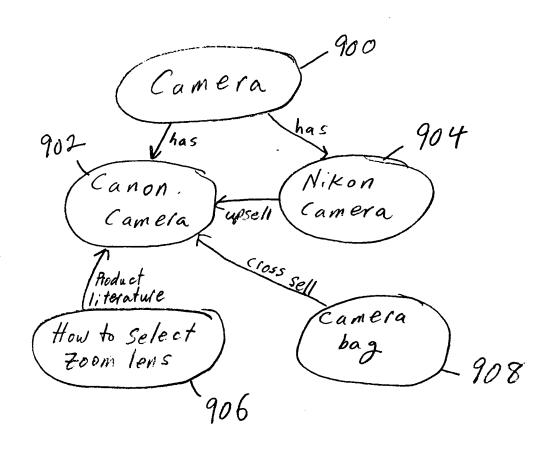


FIG8

crossells in the James trable (sementic network) Marketing

Featur	l				10bject	. <i>U</i>	
Cempaign's	1 /	Name Item	Starting Time	Ending Tim	Containe Vonell		Context Targeting
Cross Sell	Canon EOS Rebel G with Tamron 28- 80MM Zoom Lens ttem 916218136466	Leather Photo/Audio Pouch Item 916218137347	Jun 10 1999 10:00PM	Jul 10 2001 10:00PM	410; 10011203;		For Men;
Cross Sell	Canon EOS Rebel G with Tamron 28- 80MM Zoom Lens Item 916218138468	35MM Slide Pages, 50 Pk. Item 916218137687	Jun 10 1999 10:00PM	Jul 10 2000 10:00PM	410; 10011203;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136886	Clamplite Camera/Video Illumination Device Item 916218136025	Jun 10 1999 11:00PM	Jul 10 2000 11:00PM	410;		
Cross Sell	Nikon N50 with Tamron 28-80mm Zoom Lens Item 916218136686	Leather SLR Compartment Case Item 916218147792	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Kids II Easy-Fit Soft Sole Shoes Item 916218141753	©Disney Ursula Doll Item 916218139290	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Hewlett Packard LaserJet 3100se Printer Item 916218146440	Hewlett Packard Bright White Inkjet Paper Item 916218145729	Jun 10 1999 11:00PM	Jul 10 2001 11:00PM	410;		
Cross Sell	Camping Package	Holga 120S Box Camera Item 916218137016	Jun 12 1999 1:00PM	Jul 12 2004 1:00PM	410;		Deal finder;
Cross Sell	Canon EOS Rebel G with Tamron 28- 80MM Zoom Lens Item 916218136468	ColorPage - Color Scanner Item 916218135705	Jun 24 1999 11:00AM	Jul 27 2000 11:00AM	·		
Cross Sell	Camping Package	Tour Gate Package Item 2007	Jun 27 1999 12:00PM	Jul 27 2000 12:00PM	10011207;		
Cross Sell	JBL 2-Way Dual 4- 1/2" Center Channel Speaker ttem 916218148833	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	Jun 27 1999 6:00PM	Jul 27 1999 6:00PM			
	Bic 70 Watt 10" Powered Subwoofer Item 916218150185	JBL 2-Way Dual 4-1/2" Center Channel Speaker Item 916218148833	Jun 27 1999 6:00PM	Jul 27 1999 6:00PM			
Cross Sell	The Crosley 1930's Bluebird Radio Replica Item 916218137898	Crosley Country. Wall Phone Item 916218138008	Jun 27 1999 8:00PM	Jul 27 2000 8:00PM			
Cross Sell	Canon EOS Rebel G with Tamron 28- 80MM Zoom Lens Item 916218138468	Vivitar ViviCam 2500 Digital Camera Item 916218146951	Jun 28 1999 5:00AM	Jul 28 1999 5:00AM	10011203;		
Cross Sell	Canon EOS Rebel G with Tamron 28- 80MM Zoom Lens Item 916218136466	ColorPage - Color Scanner Item 916218135705	Aug 25 1999 2:00PM	Sep 24 1999 2:00PM			

(% Vshelf "101" %)

(% Vshelf "102" %)

(% V Shelf "103" %)

F16-10

Manager selects a first marketing 1100 object container
object container
<i>₩</i>
Select "curent item" on feature list - 1102
A1/
Auto designate the first marketing object 1104 Container as master for this page
Select a second marketing object Container - 1106
container
Auto designate the second marketing 1100
Auto designate the second marketing -1108 object container as a slave
Took up feature binding for second
look up feature binding for second -1110 marketing object container
V
look up feature table & identify
Took up feature table & identify Telated items for looked up feature -1112

F1611

select - a morketing object container icon 1202 Container 1204 select campaign type/feature select style & reselect campaign type / feature if change mind or empty container Add/remove/edit offers select container capacity & display mode

F1612

Cleate/ed. + / delete webpage -1300

Submit to
Supervisor -1302

1304

Approved Nend 1306

Y 1308

Update production
Server for all changes

F1613

OG483175 LL11300

Rent out a marketing object container to a first party, wherein 1400 the marketing object container is presented in a webpage controller by a second party

The first party associates an attribute with the marketing object container

1404

First party selects a marketing objects)
for insertion into the marketing object
container

The attribute and selected marketing object(s) are sent to be a ssociated withe marketing object container & automatically presented on the webpage

F1615

Provide a first marketing object container 1500 associated with a first party

Associate the first marketing object container with a 1st website, wherein the 1st website is associated with a second party

1502

1504

Associate a second marketing object container with a second website, wherein the second marketing object container is associated with the first party and the second website is associated with a third party

1506

Associate a marketing attribute with the first marketing object container and automatically associate the marketing attribute we the second marketing object container

1508

Select a marketing object(s) for insertion in the first marketing object container and automatically inserting the selected marketing object(s) into the second marketing object container

F16-16

Rent out a first marketing object
contained to a first party, wherein
the first marketing object container
is presented in a first webpage controlled
by a second party

Rent out a second marketing object container to the first party, wherein the second marketing object container is presented in a second webpage controlled by a third party

1602

The first party associates an attribute with the first marketing object container and the same attribute is automatically associated with the second marketing object container 1606

The first party selects a marketing objects) for insertion into the first marketing object container

Automatically insert the selected marketing object(s) into the second marketing object container

F16 17

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